

## Preliminary Round Rubrics

Using your creativity, passion, and purpose to develop ideas for these situations, we want you to design feasible and sustainable solutions for our partners.

Your solution should not be limited by the organisation's existing product capabilities and you are strongly encouraged to think outside the box as much as possible. There are no constraints on what shape or form your solution so long as it is grounded in existing market trends where the feasibility of your solution can be clearly demonstrated. Our key considerations for success include:

- Creativity: The solution should present a fresh and unique approach.
- Feasibility: The solution should be executable with current resources and have commercial/financial viability.
- Sustainability: The solution should be sustainable and be a long-term source of revenue.
- Research & Due Diligence: The solution has to be grounded in market research and existing macro-economic trends.

Submission Guidelines	Sample Slide Break Down:
<ol style="list-style-type: none"><li>1. Participants are required to adhere strictly to the case challenge that they have been assigned to.</li><li>2. Read through the evaluation criteria below.</li><li>3. Prepare a slide deck of no more than 20 slides (excluding one cover slide and three appendices), detailing your idea to address your assigned case challenge.</li><li>4. Send your files following the naming convention (&lt;Teamname&gt;_Slides) in PDF &amp; (&lt;Teamname&gt;_Attachment1) for any other supporting documents, i.e. if you have 2 supporting documents, attach them as (&lt;Teamname&gt;_Attachment1) &amp; (&lt;Teamname&gt;_Attachment2) to <a href="mailto:impactinvesting@sa.smu.edu.sg">impactinvesting@sa.smu.edu.sg</a>. Submissions close on Monday, 1 February 2021, 2359h SGT. Late submissions will <b>not</b> be entertained.</li></ol>	<ol style="list-style-type: none"><li>1. Company Analysis</li><li>2. Industry Analysis</li><li>3. Solution Research (Target Audience, insights, etc.)</li><li>4. Proposed Details + Execution</li><li>5. Scalability, Considerations, Limitations, etc.</li><li>6. Risk &amp; Mitigations</li></ol>

Criteria	Descriptions	Weightage
Creativity	<ul style="list-style-type: none"> <li>● Originality and uniqueness of the idea</li> </ul>	25%
Feasibility	<ul style="list-style-type: none"> <li>● Did they manage risk effectively?</li> <li>● Is their solution well founded in research and past cases, how reliable is their solution?</li> <li>● Did they take into account constraints of the project e.g. resources, etc</li> <li>● Commercial and financial viability</li> </ul>	30%
Sustainability	<ul style="list-style-type: none"> <li>● Does the solution meet the needs of both the present and the future?</li> <li>● How thought out is their long-term strategy of the solution?</li> <li>● Is the strategy capable of being a source of long-term, sustainable revenues?</li> </ul>	30%
Research & Due Diligence	<ul style="list-style-type: none"> <li>● The idea's relevance is justified by substantial market research and identification of key trends.</li> <li>● Key insights from research are identified.</li> <li>● There is sufficient groundwork to support the planning of the idea.</li> </ul>	15%